REFERENCE MATERIALS

PAUL RUSCH FEST. - MT. YATSU COUNTY FAIR

BACKGROUND INFORMATION

Dr. Paul Rusch (1897-1979)

Dr. Paul Rusch first came to Japan in 1925 as a member of a committee to rebuild the YMCA buildings in Tokyo and Yokohama. These buildings were shattered by the Great Earthquake of Kanto two years earlier.

Besides working on the reconstruction of the YMCA buildings, Dr. Rusch made contributions to a variety of fields. For example, as a professor at Rikkyo (St. Paul's) University, he not only taught Japanese youths but also introduced them to American football. In addition, he founded the Brotherhood of St.Andrew in Japan and helped with fundraising for the establishment of St. Luke's International Hospital. In 1938, he established a mountain lodge called Seisenryo at the southern foot of Mt. Yatsu in Yamanashi Prefecture. This lodge later became the core of the Kiyosato Educational Experiment Project(KEEP).

After Japan surrendered in World War II, Dr. Rusch returned to Japan as an officer assigned to the Allied General Headquarters in Tokyo. He noted that the Japanese were living without sufficient food and had little hope for the future. Food, health, faith and education are the four elements he identified as being essential to helping the Japanese stand on their own feet again. Taking the challenge of providing a positive example of democratic principles in action, Dr. Rusch provided for these four elements when he established KEEP as a model farming community.

In addition to distributing fresh milk, KEEP spread the knowledge of the science of cattle-breeding and the use of large scale farm equipment. Thus, the southern base of Mt. Yatsu became the birthplace of dairy farming in the high altitude regions in Japan.

Dr. Rusch built a church, a clinic, a library, an agricultural school, and founded the Mt. Yatsu County Fair to enhance the growth of a happy, healthy and well-educated community. These facilities not only contributed to the growth of the standard of living of this region, but attracted young people to the area from all over the country. By providing these young adults with guidance, Paul Rusch gave them hope for the future.

In order to raise funds to support KEEP, Dr. Rusch sent out more than 1 million letters to citizens of various countries including the United States, Canada and New Zealand. For example, in the United States, he solicited spiritual support and material aid for the Japanese at thousands of lectures and social gatherings. The American public was able to understand Japan as a result of Dr. Rusch's grass-roots level activities. KEEP remains a model of American outreach and development assistance.

Recently, industry, education and cultural activities have been prospering in the regions at the southern foot of Mt. Yatsugatake. Residents of the area are looking forward to futher improvements as they move into the 21st century. The success of this region is especially significant in light of the call for Japan's involvement in the world and internationalization of communities. For over half a century, the southern slope of Mt. Yatsugatake has been the site of continued international exchange. Undoubtably, this region will serve as a model in the charting of future development of both rural and urban Japan as well as Japan's outreach efforts to foreign countries.

Profile of Dr. Paul Rusch

1897	Born in Louisville, Kentucky.
1925	Visited Japan to help rebuild quake-shattered YMCA buildings in Tokyo, Yokohama.
1934	Introduced American football to universities in Tokyo, named first president of Tokyo Students American Football Association.
1938	Established Seisenryo Lodge in Kiyosato as training center for leaders of Brotherhood of St. Andrew.
1942	Deported to U.S. as World War II broke out.
1945	Returned to Japan as a staff member (Army Lt. Col.) of General Douglas McArthur's General Headquarters in Tokyo.
1948	Set up St. Andrew's church in Kiyosato, launched Kiyosato agricultural center.
1949	Retired from service at GHQ, decided to devote remaining life to Kiyosato agricultural center, while launching fund-raising drives in U.S.
1956	Started Kiyosato Educational Experiment Project (KEEP) and assumed its chairmanship. Decorated with the Japanese Order of the Sacred Treasure, Gold Rays with Neck Ribbon.

Prospectus
of the
Kiyosato Educational Experiment Project

The Kiyosato Educational Experiment Project (KEEP), a juridical foundation, is designed to resolve problems confronting Japan and to improve the country's social life through the democratic management of organizations related therewith and the development of supporting ideas and proposals.

A number of authoritative organizations concerned, including the Episcopal Church of Japan, St. Luke's Hospital in Tokyo and the Brotherhood of St. Andrew, will seek to increase production of food, improve public health, enhance spiritual training and give guidance to the education of youths.

These organizations, giving full play to their expertise in their respective fields of profession, including religion, social welfare, agriculture, public health, medical care and vocational guidance, and with the cooperation of and participation by accomplished experts, both Japanese and foreign, will show a just system of living and contribute to the betterment of social life, thereby urging young men and women in Japan's rural and urban centers to endeavor to improve moral life in accordance with the fundamentals of Christianity. These are the biggest objectives of the foundation.

Such new life movements will be unfurled realistically through the activities of churches, clinics, experimental farms, vocational training sites and nurseries as well as farm village centers for the purpose of giving youths new ideals in life and urging them to translate them into action in their respective fields of social work.

Highlights of KEEP's History

1938	July	Seisenryo, a summertime youth training camp, dedicated.
1948	June	St. Andrew's church in Kiyosato dedicated; missionary work started.
1949		Upland low temperature experimental farm opened; dairy farming by large-scale equipment started and promoted.
1950	October	St. Luke's clinic in Kiyosato completed for outpatients; medical care and campaigns for improvement of knowledge about public health launched
1951		St. John's village library, donated by St. John's Church in Detroit, dedicated; a mobile library program started for local residents.
1954		Mt. Yatsu County Fair, a healthy and merrymaking village festival held regularly for 20 years until 1973.
1956	March	Kiyosato Educational Experiment Project (KEEP), a juridical foundation, inaugurated.
1963		Kiyosato Agricultural School opened for training next generation farmers.
1976		Kiyosato Agricultural School reorganized into "program for dispatching students abroad".
1977	January	A seminar house opened in Rikkyo (St. Paul's) University as successor to defunct Kiyosato Agricultural School.
1980	September	New Kiyosato St. Luke's Hospital dedicated.
	October	Paul Rusch's bronze bust unveiled "KEEP's Kiyosato Sanctuary" opened.
1986	August	Paul Rusch Society organized.
1987	April	The Nature Center opened; the Philippines Project, an international exchange program, launched.

Paul Rusch Festival -Mt. Yatsu County Fair

Purpose:

1. To continue development in Yatsugatake according to the patterns and ideals established by Dr. Paul Rusch

   Although it has been eight years since Dr. Paul Rusch has passed away, newspaper articles appear frequently covering Dr. Rusch's great contributions in Japan. The residents of the Yatsugatake region have begun efforts to introduce Dr. Rusch to the entire country as a model citizen of the area. In addition, they are working to develop this region into a center of international exchange, in observance of the spiritual guidance of Dr. Rusch.

2. To publicize Dr. Rusch's contributions and the success of the Mt. Yatsugatake region all over Japan.

   1988 marks the 50th anniversary of the establishment of Seisenryo, a youth leadership training camp located on the southern skirts of Mt. Yatsugatake. In honor of this occasion, a committee composed of representatives of the surrounding towns (Takane-cho, Nagasaka-cho, Kobuchizawa-cho and Oizumi -mura) as well as the Yamanashi Prefectural Government is organizing both memorial events and cultural events representative of the region. The committee's goal is to hold the following types of events.
   a. Events with a high spiritual value in honor of Dr. Paul Rusch and his contributions to the area (e.g. A Memorial Worship Service)
   b. Informative events of nation-wide interest(e.g. Symposium on the International Responsibility of Japan.)
   c. Area-wide events which will enhance regional development by promoting tourism (These events are part of the year-round event schedule on page 6)

   The festival / fair will mark the revival of the Yatsugatake County Fair after a 15 year hiatus.

3. To enhance the growth of a regional identity in the area.

   Preparations for these events will require a great deal of cooperation among residents of the four surrounding towns. It is hoped that by working together on the plans, residents of the area will develop a sense of solidarity and local consciousness. Development of a regional identity will facilitate regional growth and development as well as the internationalization of the area.

Paul Rusch Festival / Mt. Yatsugatake County Fair
Combined Performance Plan

*YEAR-ROUND EVENTS AND MEMORIAL EVENTS for '88

Year-Round Events

1. Kiyosato Kobusi Flower Festival	(April 29,Yamanashi Prefecture)
2. Kiyosato Highland Azalea Festival	(June 12,Takane-cho)
3. Ohmurasaki Butterfly Week	(July 24-31,Nagasaka-cho)
4. Yatsugatake Jazz Festival	(August 21,Kobuchizawa-cho)
5. Yatsugatake Horse Carnival	(August 6,Kobuchizawa-cho)
6. Lake Nagasaka Fireworks Display	(August 15,Nagasaka-cho)
7. Yatsugatake Koyo Road Race	(September 23,Oizumi mura)
8. Oizumi Salad Kingdom Festival	(October 23-24,Oizumi-mura)
9. Mt.Yatsu Ranch Festival	(September 23,Yamanashi Prefecture)
10. Kiyosato Autum Art Festival	(Middle of October,Takane-cho)

Memorial Events

Paul Rusch Festival / Mt. Yatsugatake County Fair Oct 20-23

*MEMORIAL CEREMONY

*PAUL RUSCH EVENTS
Symposium / Paul Rusch Lounge / The Paul Rusch Exhibition / Paul Rusch Memorial / International Exchange Program

*CULTURAL EVENTS
Piano Festival / Walking Concert / Welcoming the Kentucky People

*SPORTS EVENTS
The Rusch Bowl (Oct. 2nd) / The All-Japan Mountain Bike Race

*COMMUNITY EVENTS
County Fair Square / Campfire / Children's Festival / Do You Dance?

*KEEP EVENTS
50th Anniversary Memorial Worship Service / An Exhibition of Children's Art work and Essays / Medical Display and Discussion / Farm Equipment and Machinery Display / Nature Display